



Tech and Activism: Using Facebook to Mobilize Folks

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Framework

~5-10 minutes intro + grounding exercise + land acknowledgement

~20 minutes meat/main course

~30 minutes interactive workshop + QA



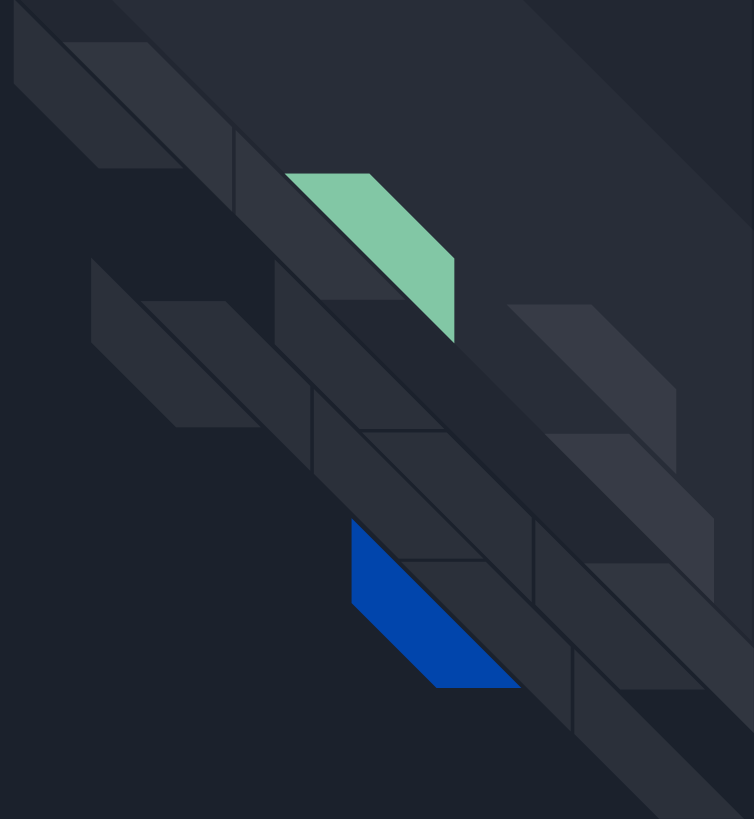
But first, why the hokey stuff?

- Land acknowledgement - engineers are interconnected with the rest of the world
- Grounding exercise - studies

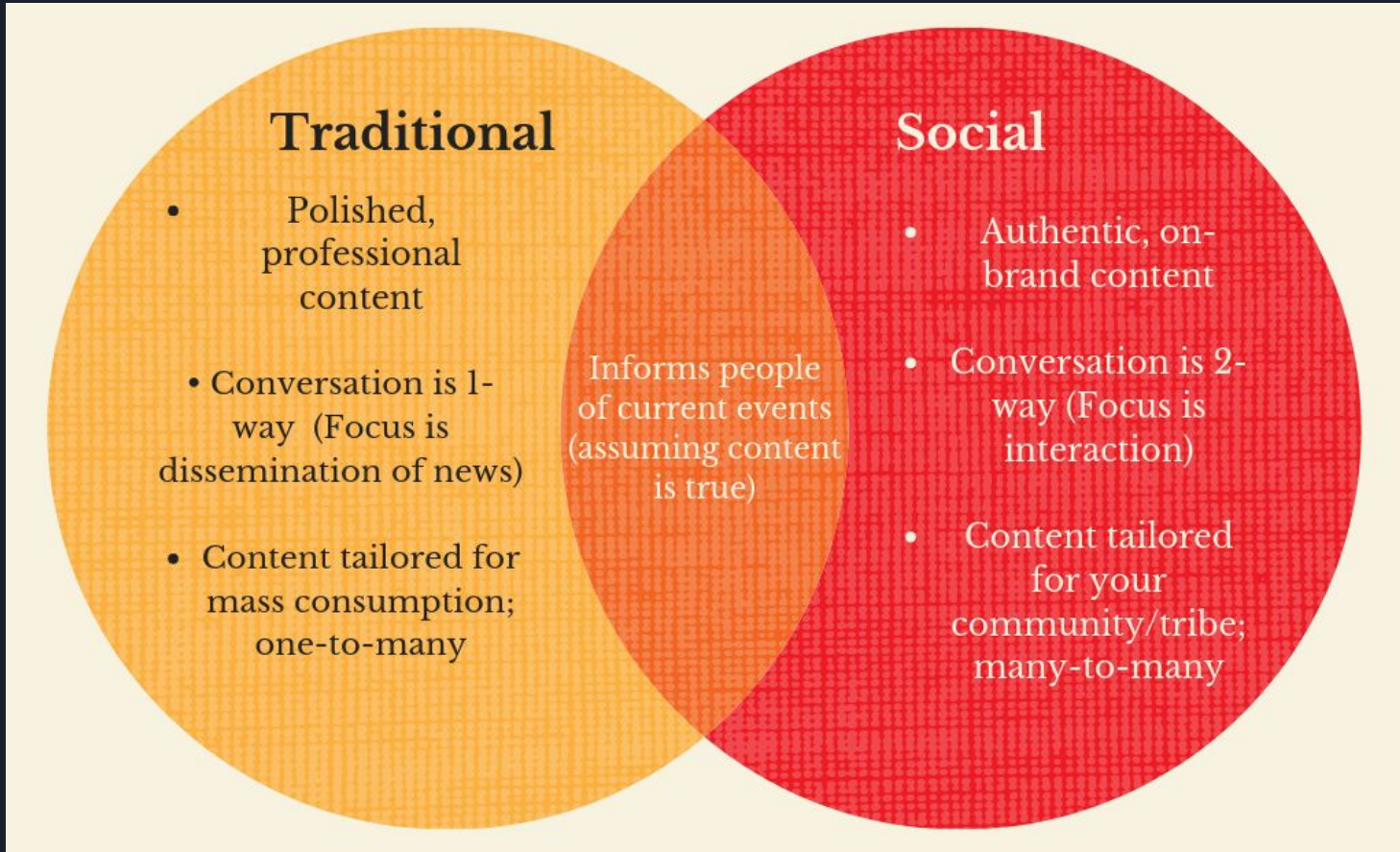
Land Acknowledgement



Grounding Exercise

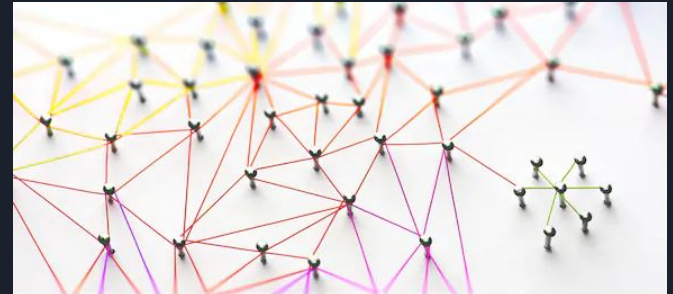


Traditional Media vs. Social Media



Social Capital

- The power of RELATIONSHIPS and NETWORKS
 - Business World
 - Non-Profit/Activist World
- Closely related to Cultural Capital
- On social media



What is Activism?

Merriam Webster Definition: nahhhhh



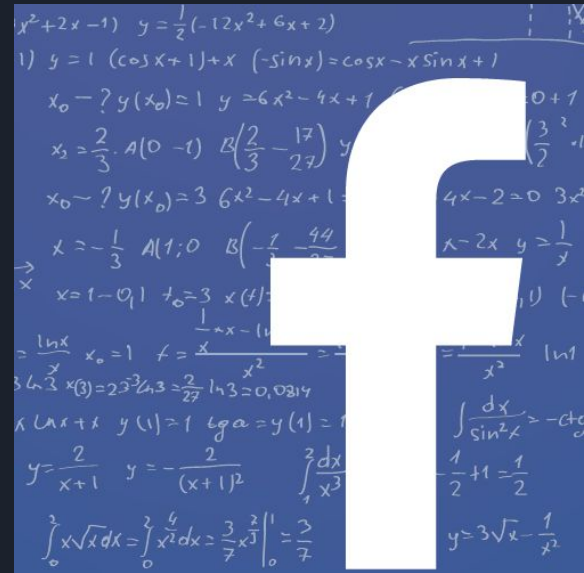
My definition, coming from a social media framework:

Sharing resources/info, mobilizing people to take (direct or indirect) action on causes that are important to more than just one individual - important to a whole community! Usually fits into the framework of a greater movement.

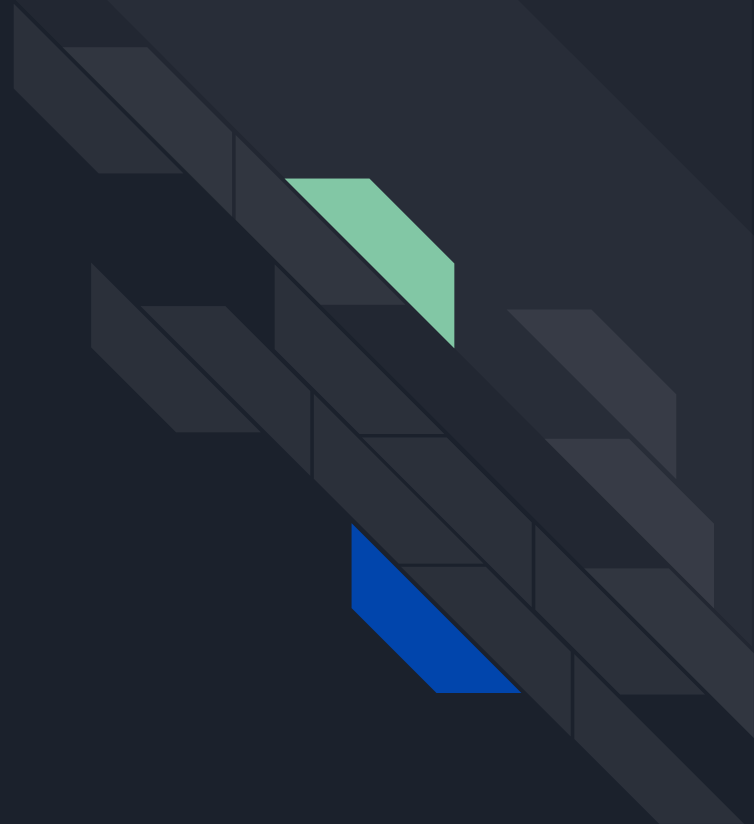
Eg: Occupy Wall Street, Black Lives Matter, Antifa, Climate Strike, #MeToo

Power of small groups!

- Listservs vs Facebook Groups
- 'Rallying the troops'
- Collaboration!



Main Course: Facebook Activism





Some assumptions about Facebook

- Your account/posts are Public
- Default can be on or off
- Facebook groups can be different based on context
- Some crossover between Social Media platforms

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest Post Creator Type Recency

Interest

Interest of the user in the creator

Post

This post's performance amongst other users

Creator

Performance of past posts by the content creator amongst other users

Type

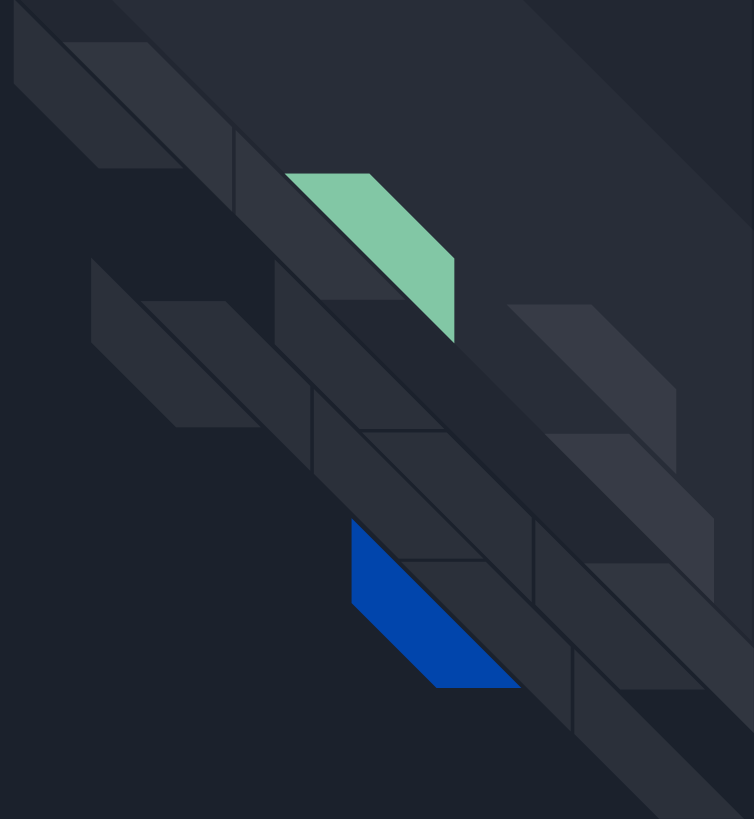
Type of post (status, photo, link) user prefers

Recency

How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Credit: Advocates for Youth
Geoff Corey





What makes good content?

Several elements of good content:

- Visual
- Written
- Timing



What Works Visually?

In General:

- Photography best practices
 - i. Content, Lighting, Show vs. Tell
- Keeping it cute
 - ii. Memes
 - iii. Gifs

What Works Visually?

Lighting/Framing

- Face to the light
- Be intentional with what is in the frame





What Works Visually?

Specifically on Facebook:

- Facebook Story vs Posting to your feed
- Authentic photos, not graphics
- Activism, but make it Art
- Native videos



What Works Visually?

Show vs. Tell

- Show me what you can't tell me. Let the image/video speak for itself.

What Works Visually?

Photography/Video Best Practices - Content

- What is this visual illustrating?
- What perspective do you have?



When original content is not appropriate/available,
GIFs can add an easy visual aspect.

Walking into first period like... @desmond_amazing

#backtoschool



What Works Visually?

Memes

Sometimes they explain
how we feel better than
we can.



Spongebob with piles of diapers

What Works Visually?

Memes

Be Creative and Relevant!



Writing





What Works in General?

Your voice and engaging personality

- What words are uniquely you? Uniquely local?
- Your replies and debates in comments

Frontloading

- You have 3-5 words to convince someone to read
- Grab attention with bold words, emojis, questions

Short

- Social media is designed for short attention spans



What Works On Facebook?

What works


- Facebook events
 - Posting updates and messaging RSVPs
- Video and Live
- Article shares
 - So long as they're trending
- *Authentic* photos you took

What doesn't work


- Graphics with lots of text
- Copy/pasted language that several people post

What Works When Writing?

Putting a specific campaign hashtag on an already popular hashtag + an article


 **Autistic Self Advocacy Network** @autselfadvocacy · May 30, 2018


This #Ramadan feature from Teen Vogue talks about how being #MuslimAnd having a mental health disability can impact participation community events.






What It's Like to Have an Eating Disorder During Ramadan
"Every year, I worry about relapse."
teenvogue.com

What works well here?



 **Advocates For Youth** ✓
@AdvocatesTweets

   I nearly SPIT OUT my coffee listening to this ABSURD Sexual Risk Avoidance lesson.

But, this "Spit Take" lesson didn't fool these young people. They know better! [#SRAisAbstinenceOnly](#), it's a new name for the same ridiculous approach to [#SexEd](#).

sraisabstinenceonly.org

What works well here?



Advocates For Youth ✓

@AdvocatesTweets



Doctors know what they're doing.



Nurses know what they're doing.



Midwives know what they're doing.



Sen. Ben Sasse isn't a medical professional.



His bill is not based in medical science.



We must [#ProtectProviders](#), not punish physicians for providing health care.

4:48 PM · Feb 25, 2019 · [Twitter for iPhone](#)

What doesn't work here?



Guttmacher Institute 

@Guttmacher



Consent education inherently contradicts the ideology behind "SRA" abstinence-only programs by affirming young people's sexuality and supporting responsible, realistic choices about sexual behavior. gu.tt/2WHqxUV
[#SRAisAbstinenceOnly](#)

Be Careful with Jumping onto Trends...



Sorry everyone, we weren't trying to reference the trial in our tweet! We should have checked the trending hashtag first.

☆ Favorite ↻ Retweet ↩ Reply



Facebook Link Share

What works well here?



Advocates for Youth
Published by Geoff Corey [?] · July 1 · 🌐

Yes, they are really doing this.
Yes, you can really make a huge difference by leaving a comment at ProtectTransHealth.org

BUZZFEEDNEWS.COM
Trump Is Gutting Health Care Protections For Transgender People And Those Who Have Had Abortions

The image shows a Facebook post from the organization 'Advocates for Youth'. The post is published by Geoff Corey on July 1. It contains two lines of text: 'Yes, they are really doing this.' and 'Yes, you can really make a huge difference by leaving a comment at ProtectTransHealth.org'. Below the text is a video thumbnail showing a close-up of Donald Trump's face. At the bottom of the video, there is a source attribution to 'BUZZFEEDNEWS.COM' and a headline: 'Trump Is Gutting Health Care Protections For Transgender People And Those Who Have Had Abortions'. There are three dots in the top right corner of the post and an information icon in the bottom right corner of the video thumbnail.

Facebook Signup Link

What works well here?



Advocates for Youth ✓
Published by Geoff Corey [?] · April 11 · 🌐

Veronika, one of the young women featured in this new video series, said "I want more of us who've had abortions to speak about it so we can all make a difference, one community at a time, one story at a time."

We can only make that difference if YOU host a watch party for this new video series we made (in partnership with We Testify) featuring the stories of young people who've had abortions. Sign up and we'll send you laptop stickers and removable wallpaper too!

 **Host a watch party.**
Sign up here.

Youth Testify Storytellers on O' MI!

The image shows a Facebook post from 'Advocates for Youth'. The post text describes a video series featuring young women who have had abortions and encourages users to host a watch party. A large graphic below the text features a green checkmark in a pink box and the text 'Host a watch party. Sign up here.' The background of the graphic shows a group of young women standing on a staircase. In the bottom right corner of the graphic, there is a small logo for 'Youth Testify Storytellers on O' MI!'.

Facebook Photo Album

What works well here?



Advocates for Youth

March 28 · 🌐

We met on Capitol Hill today to discuss why young people need inclusive sex education policies. Joined by experts in the field from [Planned Parenthood](#), [SIECUS](#), [Girls Inc.](#) and our very own Senior Program Manager for Sexual Education, [Brittany Bagneris McBride](#). Thank you to all who joined in on the conversation!



SEX EDUCATION 101:

Why Young People Need Inclusive Sex Education Policies.

Please join Planned Parenthood, SIECUS, Girls Inc., and Advocates for Youth for a lunch briefing about the history of sex education, how it impacts youth of color, and the current landscape under the Trump-Pence Administration.

MARCH 28, 2019
12:00 - 1:15 P.M.
2732 Rayburn House Office Building

RSVP HERE!

Link will be provided. You can also attend via

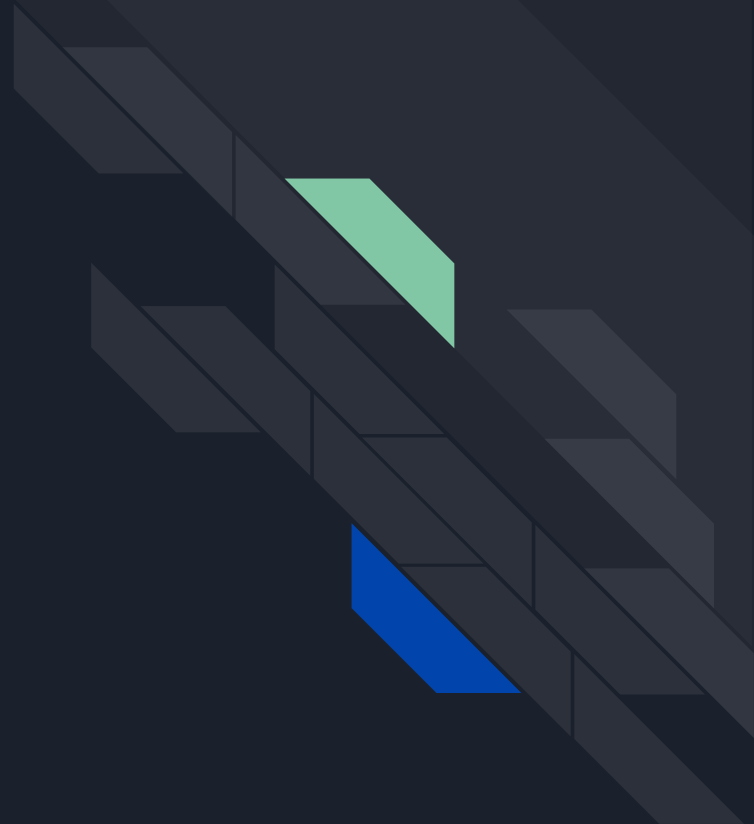




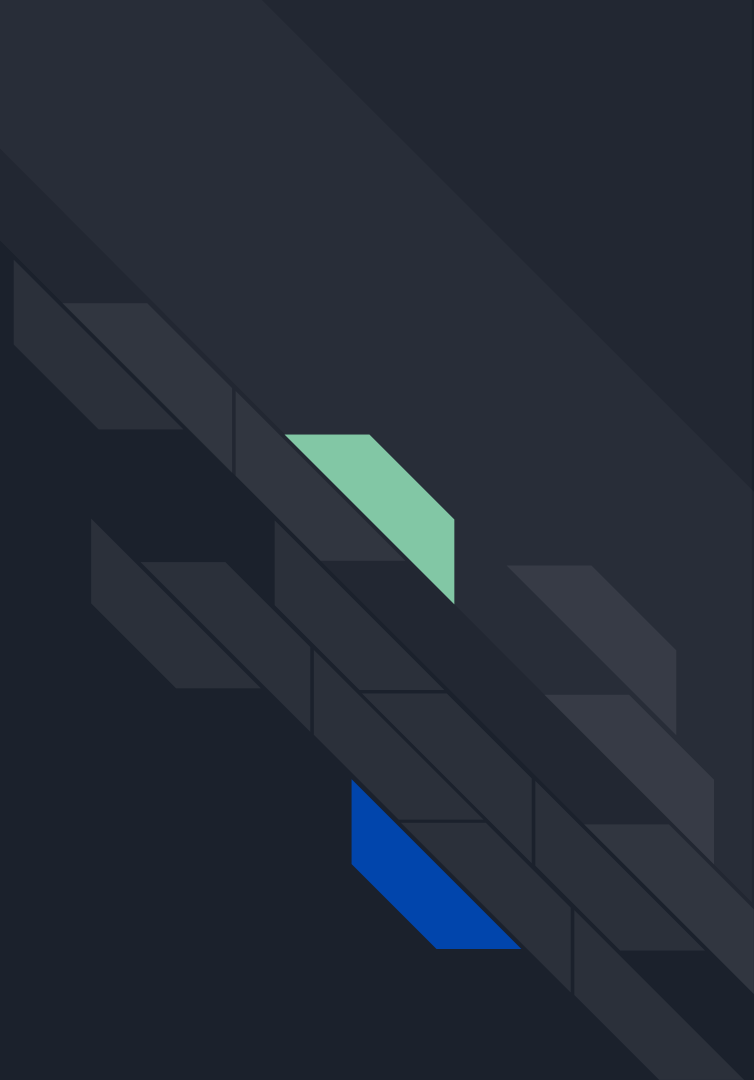
So what works?

- Specific/Local audiences
- Events
- Building a following, then making more widely-targeted posts
- Authentic, personable content
- Frontloading, short, and actionable messages
- Action item!

Now You Try It!



QA/Discussion





Receipts/Supporting Materials

- <http://daydreamsinruby.com/workshops-for-engineers-part-1/>
- <https://ambroisedebret.com/facebook-algorithm-boost-facebook-organic-reach/>
- https://docs.google.com/presentation/d/1U-k-dSRkAUu0eC_IFqKcyd9-oVnCWPurNTLwVa7zZVw/edit?ts=5d83d794#slide=id.g605edb84_0_96
- https://docs.google.com/presentation/d/1ldFbPOTVzNtIPMeIKhoIMnmn6llWEw8XLh0PmvTPwl/edit?ts=5d83d7b5#slide=id.g607a689768_0_199
- <https://wisconsinfirstnations.org/map/>
- <https://facebook.com/knoxvilleabortiondoulacollective/photos/a.1783499255253632/2457269094543308/?type=3&theater>
- Alnisa Algood for helping me prepare and flesh out this workshop
- Geoff Corey from Advocates for Youth for slides, examples, and references
- Cakelin Marquardt for grounding exercise research + suggestion